PLUS
C-SPAN Update

- Compromise on cable bill reached
- TCI and Telecrafter launch teletext experiment
- Home Box Office hikes rates
- HBO trades transponder for equity in BET

CableVision™

The news and features weekly of the cable television industry

October 8, 1984

CV 0000096521 01
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4520 EAST-WEST HIGHWAY
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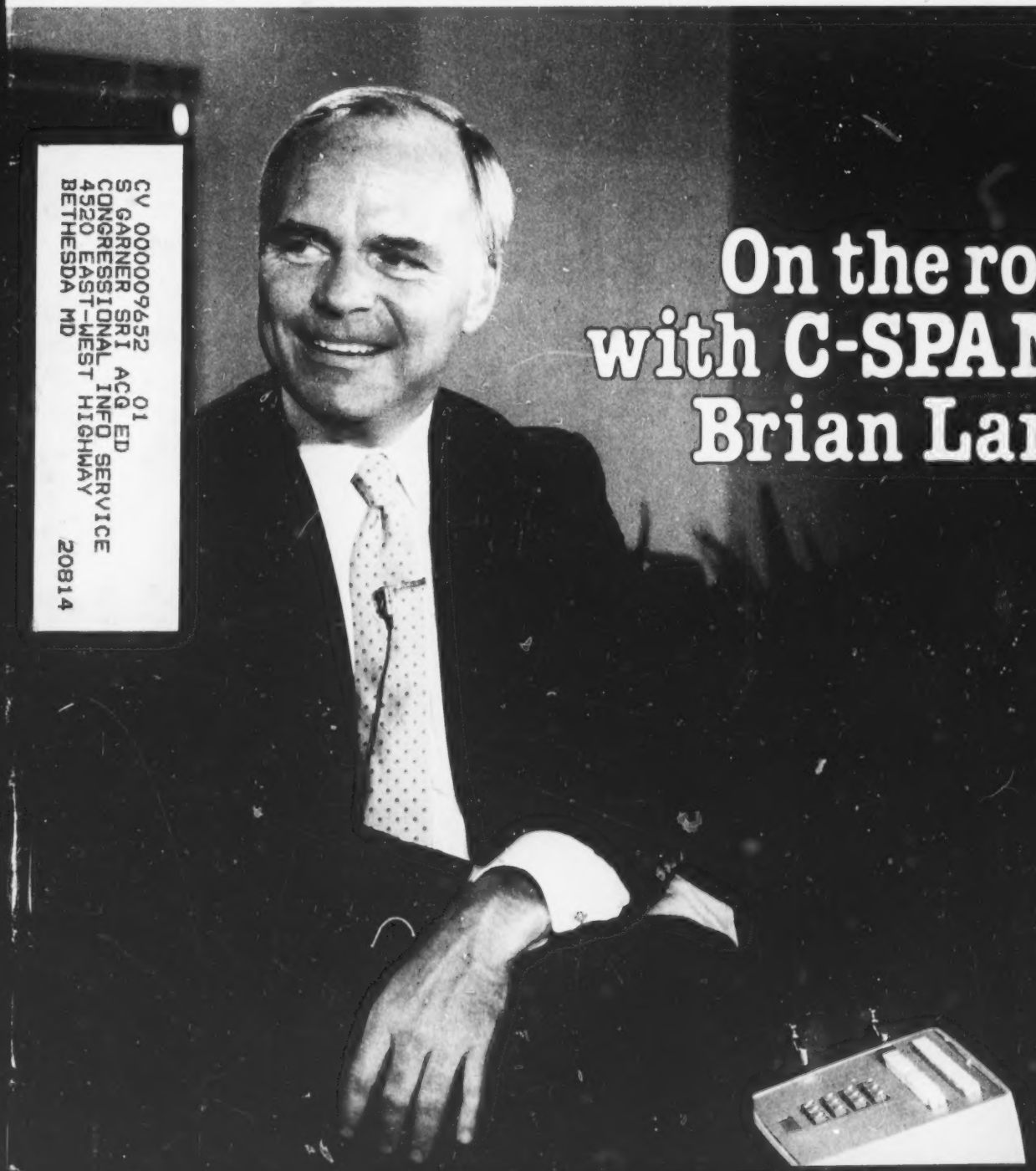
On the road with C-SPAN's Brian Lamb



Leading the week.....11-18

Cablenet to dereg its basic rates

Faced with the need to cut costs, the Northwest Municipal Conference recommended that Chicago-area Cablenet be allowed to deregulate its basic rates but stopped short of granting the company's request for service cuts.

NCTA/cities agree

NCTA and city officials have agreed to a compromise on rate regulation, ending a deadlock and ensuring passage of federal cable legislation in this congressional session. While both negotiating sides expressed pleasure with the accord, support within the cable industry was far from unanimous. House action is expected this week.

New pact for Gill/CNN

Gillcable will continue to offer CNN to its subscribers under a new three-year contract. The pact was the result of an out-of-court settlement of a suit in which Gill alleged that Turner had bundled CNN and WTBS.

Disney has new chiefs

Going outside of the company for the first time, two top Hollywood studio executives have been hired to head Walt Disney Productions. The appointments are expected to bring a major recommitment to motion pictures, broadcasting, and cable.

DataCable faces test

DataCable, a proposed national personal computer data service 50 percent-owned by Tele-Communications Inc., will get a marketing test next month at the top-ranked MSO's Boulder, Colo., system.

Minorities gain ground

The 1984 Minority Business Symposium took place in Washington, D.C., last week and over 100 attendees heard the message that minority growth within the cable business is slow, but that opportunities are available. Two key legislators, Rep. Parren Mitchell, D-Md., and Rep. Mickey Leland, D-Texas, vowed to press for advantages at the federal level, while franchisers said the capital markets are coming around.

Walt Disney Production's two new studio heads addressed the company's more than 1,500 employees on the studio's back lot last week following the announcement of their appointments. See story in Leading the Week, pages 11-18.

Sections

Programming 24
Cinemax officials say they've seen a dramatic rise in subscriber satisfaction scores just five months after they changed the service's programming, marketing, and promotion. In addition, they say they've pulled into the number three position ahead of The Movie Channel, which has some 3.2 million subscribers.

Marketing 27
General Foods is premiering *Shortcuts*, a multi-million dollar product and informational advertising campaign, on five basic cable services this week. Also, TV Host Inc. has purchased the Williamette TV and Cable Guides Inc. of Portland, Ore., adding 50,000 subscribers to *TV Host*'s existing circulation.

Business & Finance 36
General Instrument Corp. is looking to big-city cable builds to fuel growth in the company's cable television business in the near future. In addition, the company is still negotiating with the Comsat-USCI venture to supply that service with DBS equipment. GI had been an exclusive supplier for USCI. Also, Gill Management Services restructures into four divisions to better serve its clients and to position itself for future growth.

New Ventures.....40
Cable and microwave have made the interactive classroom a reality for a small number of rural Minnesota students who otherwise would have no access to such subjects as Latin and other foreign languages.

About the cover

C-SPAN's Brian Lamb has taken his show on the road. Stories on pages 28 and 30. Photo by Earl V. DeWald.

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Cable services subscriber count

Satellite-fed national service

Basic services	Affiliates	Subscribers	% change in subs from 10/3/83†
American Christian Television Systems (ACTS)	100	1,369,471	NA
Arts & Entertainment	1,500	10,500,000	NA
Black Entertainment Television (BET)	340	7,000,000	+ 52.0
Cable News Network (CNN)	6,247	27,654,000	+ 32.7
CNN Headline News	1,780	12,570,000	+ 169.0
C-SPAN	1,500	18,000,000	+ 24.1
CBN Cable Network	4,619	24,300,000	+ 9.4
Country Music Television	225	4,600,000	+ 283.3
Entertainment & Sports Programming Network (ESPN)	8,438	32,700,000	+ 35.6
Eternal Word Television Network(EWTN)	165	2,410,000	+ 48.5
Financial News Network (FNN)	1,000	17,000,000	+ 88.8
The Learning Channel	530	4,762,840	+ 32.3
Lifetime	1,992	20,425,569	NA
Modern Satellite Network (MSN)	550	9,313,290	+ 20.5
Music Television (MTV)	2,470	21,800,000	+ 45.3
The Nashville Network	2,000	16,800,000	+ 68.0
National Christian Network (NCN)	95	1,200,000	– 16.6
National Jewish Television (NJTV)	196	4,050,500	+ 43.4
Nickelodeon	3,250	21,100,000	+ 51.2
Prime of Life	NA	5,000,000	NA
PTL Satellite Network	1,034	10,100,000	+ 26.2
Santa Fe Communications	26	524,723	NA
Satellite Program Network (SPN)	509	11,664,183	+ 52.6
Silent Network	240	6,800,000	NA
SIN Television Network*	276	28,338,300	+ 775.3
Trinity Broadcast Network	370	4,486,000	+ 39.3
USA Network	4,000	25,000,000	+ 31.5
The Weather Channel	1,260	12,800,000	+ 28.0
WGN-TV	5,741	14,211,515	+ 32.6
WOR-TV	1,066	4,800,018	+ 17.0
WPIX-TV	152	885,000	NA
WTBS-TV	7,798	31,600,000	+ 18.5
Pay services			
American Movie Classics	NA	NA	NA
Bravo	156	246,000	+ 96.8
Cinemax	2,100	2,700,000	+ 8.0
The Disney Channel	1,712	1,132,389	NA
GalaVision	200	130,000	+ 4.0
The Hi Life Channel	NA	NA	NA
Home Box Office (HBO)	5,400	13,500,000	+ 8.0
Home Theater Network (HTN)	400	275,000	+ 22.2
Professional Education Network	NA	NA	NA
The Movie Channel	2,750	3,200,000	+ 28.0
The Playboy Channel	457	720,000	+ 44.0
The Pleasure Channel	6	12,000	NA
Showtime	3,000	5,400,000	+ 20.0
Audio services			
Cable Jazz Network	3	15,120	NA
Lifestyle	104	3,239,773	+ 79.9
Love Sounds	4	10,730	NA
Moody Bible Institute	34	535,879	+ 64.5
Nice and Easy	13	111,250	NA
Satellite Jazz Network	13	850,000	NA
Satellite Radio Network	50	403,000	+ 0.75
SCAN	34	173,000	+ 60.1
Star Ship Stereo	NA	NA	NA
WFMT, Chicago	154	989,029	+ 11.3
Text services			
AP News Cable	400	4,700,000	NC
Dow Jones Cable News	175	2,240,000	+ 38.2
Electronic Program Guide (EPG)	165	3,276,189	+ 55.8
Genesis Storytime	13	159,000	NA
Reuters News View	350	4,100,000	+ 17.1
UPI Data Cable	450	NA	NA
Pay-per-view services			
HiLite Channel	NA	NA	NA

Non-satellite-fed national service

Bicycled services			
Fuji Network	7	3,833	+ 39.8
Nippon Golden Network	5	8,105	+ 305.0
The Pleasure Channel	8	4,000	NA
Vector Consumer News	12	300,000	NA
Vector Consumer Shopping Guide	16	490,000	NA

Regional entertainment service

Basic service	Affiliates	Subscribers	% change in subs from 10/3/83†
Atlanta Interfaith	7	130,000	+ 3.1
Bay Area Religious Channel (BARC)	5	107,100	– 46.0
Buffalo Sabres Hockey	13	450,000	+ 38.4
The Ecumenical Channel	5	92,000	NA
Home Sports Entertainment—Houston/Dallas	57	48,000	NA
Home Team Sports	15	20,000	NA
KTVT	NA	NA	NA
Life Newsvision	24	35,000	+ 218.0
Madison Square Garden	52	1,700,000	+ 13.0
Meadows Racing Network	19	275,000	NA
MetroChannel	1	112,000	+ 1.8
New England Sports	NA	NA	NA
Newsday Cable	1	232,000	+ 22.0
PRISM-Philadelphia	89	369,500	+ 4.8
Pro-Am Sports	35	25,000	NA
The Superchannel	13	22,000	NA
SportsChannel (New England)	47	55,000	+ 175.0
SportsChannel (New York)	39	370,000	+ 23.1
Sports Time	112	42,000	NA
SportsVision	20	45,000	+ 309.0
Sportsvue Cable Network	25	18,500	NA
Texas Cable Network	12	730,000	NA
Video Music Channel	30	300,000	+ 172.0
Z-Channel	23	96,730	+ 5.9

Announced services

Non-satellite-fed services	Expected Launch
The Games Network	4th quarter 1984
Regional services	
Box Seat	TBA
Satellite-fed services	
Almi Group Network	TBA
The Aloha Network	TBA
AP News Plus	12/84
Apollo Entertainment Television	TBA
The BuenaVision Channel	TBA
Cable Music Channel	10/84
The Cableshop	1/85
Cable SportsTicker	4th quarter 1984
Cabletix	TBA
Comedy Entertainment Network	TBA
Computer Satellite Network	1/85
Discovery Music Network	1/85
Kidvid Network	11/84
MTV Network Second Service	1/85
Magicable	TBA
Movie Time	1/85
Nabu Network	2nd quarter 1985
The Nostalgia Channel	TBA
Satellite Concert Network	TBA
Star Video Music	11/84
Studioline	TBA
The Work Channel	TBA

Note: Subscriber and affiliate counts are as of 7/31/84 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.
*. Total SIN reach: Spanish-speaking households: 3,490,300.

†. Percentage change is now computed using previous year's figures.
Source: Subscriber and affiliate counts are provided by the program service or Titsch Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable network during September 1984.

A&E
American Hawaii Cruises (N)
BMW Autos (N)
Exxon (N)
Ford (R)
IBM (N)
RCA (N)
Reagan-Bush '84 (N)
Showtime (N)

BET
Amtrak (R)
Anheuser-Busch (R)
AT&T (R)
Avon (R)
Carson Products (R)
CBS Records (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford Division (R)
Home Box Office (R)
IBM (R)
J.C. Penney Co. (R)
Johnson & Johnson (R)
Kraft (R)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Procter & Gamble (R)
Pro-Line (R)
Quaker Oats (R)
Sears (R)
Showtime/TMC (R)
Thompson Medical (R)
U.S. Marines (R)
U.S. Postal Service (R)
U.S. Treasury Dept. (R)
Warner Bros. Inc. (R)
Westinghouse (R)
Wrigley's (R)

CMC
Paramount Pictures (R)
Tri-Star Pictures (N)
Wrigley's (N)

C-SPAN
AT&T (R)
IBM (R)

Dow Jones Cable News
Barron's (R)
Business Week Magazine (N)
Charles Schwab & Co. (R)
Health & Garden Magazine (N)
Standard & Poor's (N)
Wall Street Journal (R)

ESPN*
American Motors (R)
Cannon Films (N)
Canon Copiers (N)
Chevrolet (R)
Chrysler Imports (N)
Honda Motorcycles (R)
JRAP (N)
Kentucky Fried Chicken (R)
M. Rubin & Sons (N)
N.J. Travel & Tourism (N)
North American Van Lines (N)
Procter & Gamble (R)
Ramada Inns (R)
Stouffers Hotels (N)
Zenith (R)

FNN
American Airlines (R)
Avis (R)
Borg Warner (N)
Chrysler (R)
Compact Computers (N)
Ford Corp. (R)
Hyatt Hotel (R)
Merrill Lynch (R)
National Rent-A-Car (R)
Ramada Inn (R)
Sanyo (N)
Shearson Lehman/ American Express (R)

MSN*
Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Foods (R)
Hershey Foods (R)
Mattel Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

National Jewish Television*
Bank Hapoalim (R)
Coleco (R)
Crazy Eddie Stores (R)
Goody Products (R)
Hertz (R)
Jerusalem Post (R)
Sheraton Hotels (R)

SPN
Air New Zealand (R)
Australian Tourist Bureau (N)
Chesebrough Ponds (R)
China Beer (N)
Hilton Inns (R)
Mennen (R)
Nikon (R)
Pacific Airlines (N)
Purina (N)
Rubbermaid (R)
Time/Life Books (R)
United Airlines (N)

The Learning Channel*
Barron's Report (R)
Charles Schwab (R)
Scientific-Atlanta Magazine (R)
Sports Illustrated (R)
Wall Street Journal (R)

The Silent Network
Hallmark Cards (N)
Lloyd's Hearing Aids (N)
Magna Fitch (N)
Solarts (N)

The Weather Channel
Allstate (N)
American Home Products (R)
American Motors Corp. (R)
Anco Wiper Blades (R)
Champion Spark Plugs (R)
Clorox (R)
Intalcable (N)
Norelco (R)
Procter & Gamble (R)
Prudential-Bache (R)
Ralston Purina (R)
Ramada Inns (R)
Sears Portrait (R)
3M (R)
Union Carbide (R)
United (R)
United Technologies/ Carrier(R)
Warner Lambert (R)

R denotes renewal client
N denotes new client
*Listing is comprised of August advertisers
Source: Advertising clients are provided by the programs services to Finch Communications Inc.